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**Super Bowl 2014: Commercials For The Game Already Have Plenty Of Appeal**

*By* [*Anthony Riccobono*](http://www.ibtimes.com/reporters/anthony-riccobono)

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Other than the game itself, the biggest part of the Super Bowl may be the commercials. For many, seeing the ads in between timeouts is more important than the action on the field.

Super Bowl commercials have become so popular that companies have released clips or entire videos of the ads that will run during the game. Several videos have already hit the Internet and been viewed by thousands of people.

Each year, Pepsi has one of the biggest commercials during the game. Their ad that will run during the big game can be viewed online, and has already aired on television. The 30-second spot, which explains a fictional story of how halftime was invented, is getting a lot of attention. It features music by Bruno Mars, who will be performing at halftime of Super Bowl XLVIII.

Doritos usually has one of the most talked about Super Bowl commercials. This year, their ad will come from outside the company. Five finalists have been chosen after making commercials of their own. All of those ads can currently be seen online, and whichever one gets the most votes will air during the Super Bowl.

Often time’s celebrities are featured in Super Bowl ads, but they will be especially prominent during the 2014 Super Bowl. Budweiser has released a few teasers for their ads, which will feature Aronold Schwarzenegger, Don Cheadle, and Reggie Watts. Jaguar will air a commercial in which Sir Ben Kingsley, Tom Hiddleston and Mark Strong are set to appear.

It’s been revealed that a number of big names will be seen in commercials on Super Bowl Sunday. However, a few celebrities that are being kept secret will also appear on TV screens during timeouts.

Celebrities help create recognition for companies, but they don’t come cheap. According to USA Today, a B-list celebrity will get at least $250,000 and A-listers can cost more than $1 million. Because of the hefty price, some companies choose to stay away from actors that will demand a lot of money.

"If you can come up with a great non-celebrity spot, it can be just as effective.” Noreen Jenney Laffey, president of Celebrity Endorsement Network, tells USA Today. "It's all about this: Does anyone remember the commercial after Super Bowl Sunday?"

Commercials are never more expensive than when they air during the Super Bowl. The price seemingly rises every year, and this time around it’s costing companies $4 million for 30 seconds. Even at that high number, ad space during the big game was sold out two months before the Super Bowl.